1. Report Overview:

You will choose a major global issue and discuss this issue from the perspective of a global business manager. Your report should provide a background of the significance and scope of this issue that clearly demonstrates its relevance both to society at large and to business concerns. You will then provide a set of well-supported actions that a company could take to address this issue, emphasizing how these actions are of strategic importance for the firm.

That is, you must strive to address the three main aspects of your assigned topic:

1. **What is it**? (i.e.) describe the nature of the phenomenon your team investigated.
2. **Why does it matter**? How big is it, what is its scope, impact and immediacy. i.e. what makes it a big deal, both to society and your audience?
3. **What can a global business (manager) do about it?** In other words, what strategies and tactics can a firm can adopt to help address/solve/mitigate the impact of the phenomenon?

By design, none of these topics is simple or easy to condense into a 15-18 page report. Therefore as a team you will have to **analyze** and then **synthesize** potentially very complicated issues and summarize them to an interested audience. In so doing you will have to make so careful editing choices and avoid the tendency to include less important information.

When writing your report, you may choose your hypothetical audience to either be a specific major multinational firm (e.g. Microsoft), a generic major firm in a specific industry (e.g. a large oil producer), or a large number of firms in various industries. Deciding which of these audiences to write for will make more or less sense based on your topic and how you choose to approach it. For instance, when considering Female Empowerment, there are strategies to improve female representation in executive leadership that are appropriate for almost all firms, such as mandating female board members. It may be more appropriate when considering neglected diseases to specifically address what a pharmaceutical company should do, or what a multinational who operates in an area with neglected diseases should do, and you can tailor your report in such a case.

2. Report Topics:

AI and Technological Unemployment

3. Report Content

1. Begin with an **Executive Summary**. This should be done in under one page. It should be visually distinct from the rest of the report, with for instance a differently colored background or a border. The purpose of this Executive Summary is to (hence the title) summarize the key points of the report. Consider that such a hypothetical executive may only read this section: they should understand generally what they ought to do and why.

2. In the body of the report, start with an overview of your topic, highlighting key facts which demonstrate that the issue is important and worth addressing. You will have to exercise your judgment in deciding which aspects of the issue to cover, for example, "our definition of neglected disease is…therefore we chose to focus on…… and not on…..for the rest of the report."

3. In organizing the body of the report, make sure that the **proposed business strategies** are at least 50% of the report. You should provide concrete actionable strategies that a firm can adopt, with reasoning to support their efficacy. Some strategies you come up with or discover will have already been implemented, and this is completely alright—exchange of best-practices is very useful. On the other hand, do not be afraid to argue for strategies that have not been tried.

4. Rather than a distinct conclusion section (as the Executive Summary mostly fulfills this role for this report), end with a short list (usually around 4) things an interested listener can do to learn more about the topic you have just presented. For instance, a link to further reading with an explanation of what is contained there and why it's important.

4. Report format

The report should be 14-18 pages long with Calibri size **11** font.

Your report should be aesthetically appealing. The value of a report is proportionate to the number of people that read it—learning how to make visually appealing reports is an important skill. This means going the extra mile, for instance thoughtfully incorporating your images/graphics, using text boxes with key points, or generally using typography to enhance your report

You can accomplish all of this with a standard word processing program, like Microsoft Word or Google Docs. If you use one of these programs, I encourage you to really take some time to explore various functions and templates to make this an attractive document.

You may also use other programs which are specifically designed to make attractive reports. **This may be a useful skill that you can put on your resume**. If you are interested in pursuing an academic career, I recommend trying LaTeX, which is the standard typesetting software in math-heavy academic

disciplines. There is a learning curve for LaTeX that may require some time to get used to however, so a more user-friendly program is appropriate if you don't see a future need for it.

Make liberal use of distinct subsections in your report. For instance, separate each one of your proposals into its own subsection with a header. The idea is that it should be very easy to find information in your report.

5. Grading Rubric

			Points (out of 10)
1.	Executive Summary – Clear, concise, comprehensive *The executive summary should express all of the most important details of the paper. A hypothetical executive should be able to read this, know what they should do and why. Length should be under 1 page or 500 words.*	X2	
2.	Introduction *Motivate your report by defining the topic and clearly demonstrating why this issue is relevant to the world and to (a) global business.*		
5.	Business strategy – comprehensive, creative *Provide business strategies which are clearly relevant and efficacious toward the chosen topic. Go into detail with the proposals, for instance estimating the size of a program or a detailed plan of implementation.*	X4	
6.	Writing – clear, logical, succinct		
7.	Appearance – Layout, exhibits, formatting etc. *Make this report look as attractive as possible.* *Consider using programs besides Word which can help with typesetting, graphics, or formatting. Learning a skill like LaTeX is something you can put on your CV!*		
8.	Bibliography – Suggestions for further reading; sources *Large claims must be backed by cited sources. Sources can be cited in text either parenthetically (e.g. Henderson, 2020) or using superscripted numbers (e.g. [1,2]). If you have questions about citation please contact me at any point. DO NOT copy and paste or simply modify work that is not your own.* *Suggestions for further reading should be included as a separate section at the end, with a short (1-3 sentence)*		

	explanation of what would be found in each additional reading.		
	Total	**Max 100**	